

# RICH COUNTY TOURISM PROFILE

County Indicator	2010	2011	2012	% Change 2011-2012	State Ranking
<b>DEMOGRAPHIC</b>					
Population	2,264	2,303	n/a	-	
Total Non-Ag Employment	634	617	n/a	-	
Non-Ag Avg Monthly Wage	\$1,964	\$1,872	n/a	-	
Per Capita Income	\$30,152	\$31,268	n/a	-	
Unemployment Rate**	5.9%	5.5%	n/a	-	
<b>SPENDING &amp; EMPLOYMENT</b>					
Spending by Travelers**	\$4,481,169	\$5,624,266	\$6,063,137	7.8%	
Travel & Tourism Related Employment	84	102	103	1.0%	
<b>TOURISM TAX REVENUES</b>					
Local Tax Revenues from Traveler Spending**	\$234,368	\$296,625	\$311,200	4.9%	
Transient Room Tax	\$104,821	\$112,708	\$169,842	50.7%	
Restaurant Tax	\$28,304	\$25,915	\$32,608	25.8%	
<b>Retail Sales</b>					
Gross Taxable Retail Sales***	\$41,245,927	#####	\$26,299,189	-74.3%	
<b>REGIONAL VISITATION COUNTS</b>					
Bear Lake	229,669	242,749	234,095	-3.6%	

\* Several Counties have identical Unemployment Rates

\*\* GOPB methodology change for 2010 calculations

\*\*\* large mining related purchases in 2010 and 2011

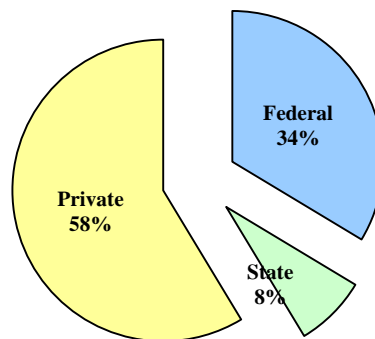
r = revised

Land Ownership - 2012	% Total
<b>Total Acres in County</b>	<b>100.0%</b>
<b>Federal Government</b>	<b>33.7%</b>
BLM	26.1%
US Forest Service	7.6%
National Park Service	--
Other •	--
<b>State Government</b>	<b>7.7%</b>
Utah State Parks & Recreation	0.1%
Utah State Wildlife Reserves	0.4%
State Trust Lands	7.3%
Other ••	--
<b>American Indian</b>	<b>--</b>
<b>Private*</b>	<b>58.8%</b>

• Includes Military and Bankhead Jones land \*May include some local government land

•• Includes State Sovereign and UDOT land

Land Ownership - 2012



# Rich County Tourism Profile

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